

LEO BURNETT U.S.A.

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Ad #194—Shiek—Rev. 9/8/82, 1 page—4-C. Size: 8 1/2 x 11 1/4 inches, Woman's Day, 1975 (A)

Printed in U.S.A.

**The Parliament  
recessed filter.**

**It works like a  
cigarette holder works.**



**1.** Sheik Ali Ben thought a cigarette holder made him look more chic.



**2.** Even better, it gave him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back, away from your lips.



**3.** With Parliament, you never taste a filter. Just rich, clean flavor. Now what could be more chic?

Kings: 16 mg. "tar," 1.0 mg. nicotine—  
"tar" x 1.0 mg. "tar," 1.0 mg. nicotine av.  
per cigarette, FTC Paper No. 73

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

